

## Message Text

UNCLASSIFIED

PAGE 01 MELBOU 00453 230328Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----096616 231451Z /43

R 230109Z MAR 78  
FM AMCONSUL MELBOURNE  
TO SECSTATE WASHDC 4344  
INFO USDOC WASHDC  
AMEMBASSY CANBERRA

UNCLAS MELBOURNE 0453

E O 11652 N A  
TAGS BRRA, BEXP, AS  
SUBJ: TRADE MISSION OFFIER TO SUPPORT USDOC'S  
COMMERICAL PROGRAMS BY REPRESENTATIONS AND PUBLICITY

REF MELBOURNE 0435/

1. ONE OF THE MOST GRATIFYING AND ENCOURAGING RESULTS  
OF RECENT MELBOURNE VISIT OF FOOD PROCESSING AND PACKAGING  
EQUIPMENT TRADE MISSION WAS UNSOLICITED OFFER BY FIVE TM  
MEMBERS TO HELP USDOC INCREASE PUBLIC AND CONGRESSIONAL  
UNDERSTANDING AND SUPPORT FOR ITS EXPORT EXPANSION PROGRAMS.

2. MISSION'S MELBOURNE VISIT FULLY REPORTED IN REFTEL.  
ON MARCH 20 AT CLOSE OF MELBOURNE VISIT, MISSION CONTROL  
OFFICER ARRANGED DEBRIEFING SESSION WHICH INCLUDED:  
ROBERT KELLY, US DEPT OF COMMERCE MISSION DIRECTOR;  
E A ANDERSON, PRESIDENT - ATLANTA SAW CO; DICK HERON,  
YSSTEMS ENGINEER-BISHOPRIC PRODUCTS; RON JARRETT,  
SALES MANAGER - CLAYTON SHECIALITIES, INC; WILLIAM COOMBESBN  
MANAGER - DRAVO CORP, J PANTAENIUS, PRESIDENT - MUELLER  
INT'L SALES CORP; DANA M MARSHALL, MISSION CONTROL  
OFFICER; NOELA CAIN AND MARY ANNE FOSTER OF POST ECONOMIC/  
COMMERICAL SECTION (OTHER TWO MEMBERS OF TM WERE AWAY  
ON F ELD TRIPS.)  
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3. MISSION MEMBERS, SOME OF WHOM HAD NEVER BEFORE  
PERSONALLY PARTICIPATED IN ANY USG-ORGANIZED TRADE PROMOTION  
EVENT, WERE UNANIMOUS THAT EVENT MOST WORTHWHILE (SEE  
REFTEL FOR FURTHER DETAILS). AFTER COVERING SPECIFICS  
OF MISSION PLANNING AND RESULTS, MISSION MEMBERS EXPRESSED  
ENTHUSIASTIC APPROVAL OF TRADE MISSION CONCEPT AS HIGHLY

EFFECTIVE EXPORT EXPANSION ACTIVITY. AWARE THAT  
COMMERICAL PROGRAMS FROM TIME TO TIME RUN INTO HARD SLEDDING  
ON CAPITAL HILL AND ELSEWHERE IN GOVT, THEY ASKED HOW THEY  
COULD, AS PRIVATE CITIZENS, ASSIST IN PUBLICIZING AND  
SUPPORTING USDOC'S TRADE PROMOTION PROGRAM. THEY BELIEVE,  
AND POST CONCURS, THAT THEIR SUPPORT, BASED AS IT IS ON  
FIRST-HAND EXPERIENCE, MIGHT BE HELPFUL IN ATTEMPTS TO  
JUSTIFY AND EXPAND OUR COMMERICAL SERVICES. GROUP DID NOT  
RPT NOT THINK THAT THEIR INDIVIDUAL LETTERS OR CALLS TO  
THEIR CONGRESSMEN AND SENATORS WOULD HAVE MUCH IMPACT AND  
THEY INSISTED ON ASKING HW THEY COULD MOST EFFECTIVELY  
HELP AND TO WHOM APPROPRIATE AND EFFECTIVE  
REPRESENTATIONS COULD BE MADE.

4. COMMENT: POST IS NATURALLY PLEASED WITH THIS  
FAVORABLE REACTION, AND HOPES USDOC (AND STATE) WILL  
KEEP THESE VOLUNTARY OFFERS OF PUBLIC SUPPORT IN MIND.  
POPPL

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 23 mar 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**TAGS:** BTRA, BEXP, AS  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014